Message Text

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PAGE 01 BANGKO 07852 160842Z ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

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R 160242Z MAR 78

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 1620

UNCLAS BANGKOK 7852

E.O. 11652: N/A TAGS: BEXP, TH

SUBJ: WTDR/FTI: LARP VIBOONKIJ LTD. PART.

REF: USDOC 03494

1. THAILAND

OFFICE USE: 2.549 3. NA 4.01

5. LARP VIBOONKIJ LTD. PART.

6. 4831 PRACHASONGKORA ROAD, SAMSENNAI, PHYATHAI

7. BANGKOK 4

8. CONTACT: MR. PHAIBOON JERDJUMRASKUL

9. TITLE: PRESIDENT

OTHER OFFICIAL IS: MRS. PRAPALRATTANA CHANASILPACHAI, DIRECTOR

10. PHONE: 2773237

11. TELEX: NA

12. CABLE: LARPVIBOON

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13. ESTBL: 1973 14. EMPL: 20 15. SIZE: SMALL

16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 03/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 36621/1235 IMP.RTR.AGT.DIST. OF VHF/FM AND SSB TWO WAY RADIO, RADIO TELEPHONE LINK EQUIPMENT.

23B. 36510/1235 IMP.RTR.AGT.DIST. OF PUBLIC ADDRESS SYSTEMS, ELECTRONIC SPARE PARTS.

23C. 38420/1235 IMP.RTR.AGT.DIST. OF POLICE SAFTY EQUIPMENT. 23D. 36790/025 MFR.RTR.DIST. OF SELF-SUPPORTING WHIP ANTENNAS

24. FOREIGN SALES: NA

25. FINAICIAL REF: THAI FARMERS BANK LTD., 142 SILOM ROAD, BANGKOK, THAILAND.

26. TRADE REFS: TII INDUSTRIES INC., RD., 165 KILOMETER 1.6, TOA ALTA, PEURTO RICO 00758; MAGNUS OVERSEAS CORP., 5715 NORTH LINCOLN AVE., CHICAGO, ILL. 60659; TOTAL ELECTRONICS INT'L, INC., MIDWAY P.O. BOX 82006, SAN DIEGO, CALIF. 92138.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF CHATTRONIC COMMUNICATION, 5375 NORTHWEST 74TH AVE., MIAMI, FLORIDA 33166 FOR VHF AND UHF/FM TRANSCEIVERS; TII CORP., 100 NORTH STRONG AVE., LINDENHURST, N.Y. 11757 FOR POWERLINE PROTECTORS, TOTAL ELECTRONICS CORP., MIDWAY P.O. BOX 82006, SAN DIEGO, CALIF. 92138 FOR SPARE PARTS FOR TRANSCEIVERS; SEIWA CORP., TOKYO, JAPAN FOR MAN PACK AND BASE STATION TRANSCEIVERS; KUKJAE ELECTRONICS CO., LTD., SEOUL, KOREA FOR HANDIE-TALKIE TRANSCEIVERS.

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28. POST EVALUATION: LARP VIBOONKIJ WAS INCORPORATED IN 1973 WITH AN AUTHORIZED CAPITAL OF \$50,000 TO ACT AS IMPORTER, AGENT, DISTRIBUTOR OF VHF/FM AND SSB TWO WAY RADIOS, VHF/FM REPEATERS, RADIO TELEPHONE LINK SYSTEMS, PUBLIC ADDRESS SYSTEMS, ELECTRONIC SPARE PARTS, AND MILITARY AND POLICE SAFETY EQUIPMENT. SEVENTY PERCENT OF ITS IMPORTS ARE FROM JAPAN WITH THE REMAINDER FROM THE U.S. ITS LEASED OFFICE OCCUPIES 144 SQ.METERS. IN THE NEXT FEW MONTHS FIRM PLANS TO MOVE TO NEW BUILDING OF 448 SQ.METERS, INCLUDING A FACTORY, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM OWNS AND OPERATES A FACTORY WHICH PRODUCES 4.000 SETS OF SELF-SUPPORTING, WHIP-TYPE CAR ANTENNAS PER YEAR. TOTAL INVESTMENT IN CAPITAL EQUIPMENT IS REPORTED TO BE \$50,000. SUBJECT FIRM EMPLOYS 20 PEOPLE INCLUDING 4 SALESMEN. FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE \$2,000,000 REPRESENTING A SHARP INCREASE OF 400 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1977. LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT: IT IS CONSIDERED TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY WHITEHOUSE

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NNN

Message Attributes

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